

We claim:

1. A computer-implemented method for the purchase and sale of products by users and sellers, comprising:
 - storing in computer storage information on a product for sale, the information including, identification of the manufacturer of the product;
 - determining the product was purchased;
 - calculating by the computer a manufacturer incentive to the manufacturer of the used product; and
 - paying the manufacturer incentive to the manufacturer if the manufacturer was not the f the product.

2. The computer-implemented process of claim 1, wherein the incentive is a
percentage of a purchase price of the purchased product.

3. The computer-implemented process of claim 1, wherein the incentive is a
percentage of a profit from the sale of the product.

4. The computer-implemented process of claim 1, wherein the manufacturer
value is computed, in part, according to a product attribute.

5. The computer-implemented process of claim 4, wherein the product attribute is a category.

6. The computer-implemented process of claim 4, wherein the product attribute is a
name.

7. The computer-implemented process of claim 4, wherein the product attribute is a family.

8. The computer-implemented process of claim 4, wherein the product attribute is an indication of an equivalent product.

1 9. The computer-implemented process of claim 4, wherein the product attribute is a
2 product date code.

1 10. The computer-implemented process of claim 1, wherein said calculating
2 comprises employing one of a plurality of computer incentive programs to calculate said
3 incentive, each such program having criteria specific to a corresponding product.

1 11. The computer-implemented process of claim 10 further comprising selecting by
2 said computer a one of said plurality of computer incentive programs having a priority for
3 calculating the incentive.

1 12. The computer-implemented process of claim 1, the incentive is based, in part, on
2 a sale transaction.

1 13. The computer-implemented process of claim 12 including the step of adjusting
2 the incentive as a function of a plurality of factors.

1 14. The computer-implemented process of claim 13, wherein the plurality of factors
2 includes the type of transaction.

1 15. A computer-implemented method for enabling purchasers to buy products that are
2 for sale, comprising:

3 listing in computer storage products that are for sale;

4 listing in computer storage the seller of the products;

5 listing in computer storage the manufacturer of the products;

6 purchasing at least one of the listed products;

7 calculating by the computer a manufacturer incentive to the manufacturer of the

8 purchased product; and

9 paying the manufacturer incentive to the manufacturer if the manufacturer was not the

10 seller of the product.

1 16. The computer-implemented process of claim 15 wherein the incentive is a
2 percentage of the purchase price of the purchased products.

1 17. The computer-implemented process of claim 15 wherein the incentive is a
2 percentage of the profit from the sale of the purchased products.

1 18. The computer-implemented process of claim 15 wherein the manufacturer
2 incentive is computed, in part, according to a product attribute.

1 19. The computer-implemented process of claim 18 wherein the product attribute is a
2 product category.

1 20. The computer-implemented process of claim 18 wherein the product attribute is a
2 product name.

1 21. The computer-implemented process of claim 18 wherein the product attribute is
2 product family.

1 22. The computer-implemented process of claim 18 wherein the product attribute is a
2 equivalent product.

1 23. The computer-implemented process of claim 18 wherein the product attribute is
2 product date code.

1 24. The computer-implemented process of claim 15 wherein there are a plurality of
2 computer incentive programs to calculate the incentive, each such program having an individual
3 priority.

1 25. The computer-implemented process of claim 24 including the step of determining
2 by computer comparison the computer incentive program having the highest priority for
3 calculating the incentive.

1 26. The computer-implemented process of claim 15, the incentive is based, in part, on
2 a sale transaction.

1 27. The computer-implemented process of claim 26 including the step of adjusting
2 the incentive as a function of a plurality of factors.

1 28. The computer-implemented process of claim 27 wherein the plurality of factors
2 includes the type of transaction.

1 29. A computer system for tracking transactions of goods between parties that are not
2 themselves the manufacturer of the goods and calculating incentives to be paid to the
3 manufacturer based on those transactions.

1 30. The computer system of claim 29 wherein the incentive is a percentage of the
2 revenue from the transaction.

1 31. The computer system of claim 30 wherein the percentage of revenue is calculated
2 using a purchase price for the transaction that is set by auction.

1 32. The computer system of claim 29 wherein the incentive is a percentage of the
2 profit from the transaction.

1 33. The computer system of claim 32 in which the percentage from of the profit is
2 calculated, in part, using a purchase price for the transaction that is set by auction.

1 34. The computer system of claim 29 wherein the incentive is a fixed fee.

1 35. The computer system of claim 29 wherein the incentive is a discount.

1 36. A computer program, stored on a computer readable medium, that when read by a
2 computer, causes the computer to:

3 store in computer storage a listing of products that are for sale;
4 store in computer storage an identification of the seller of the products;
5 store in computer storage the manufacturer of the products;
6 purchasing at least one of the listed products;
7 calculating by the computer a manufacturer incentive to the manufacturer of the
8 purchased product; and
9 paying the manufacturer incentive to the manufacturer if the seller was not the
10 manufacturer.

1 37. The computer program of claim 36 wherein the incentive is calculated as
2 percentage of the revenue from the transaction.

1 38. The computer program of claim 36 wherein the incentive is calculated using a
2 price set by auction.

1 39. The computer program of claim 36 wherein the incentive is calculated as a
2 percentage of the profit from the transaction.

1 40. The computer program of claim 36 wherein the computer calculation function
2 calculates the incentive using a price set by auction.

1 41. The computer program of process of claim 36 wherein the incentive is a fixed fee.

1 42. The computer-implemented process of claim 36 wherein the incentive is a
2 discount.